

An Evening with Gil Friend

Office for Economic & Community Development | 206A Siemens Hall | Humboldt State University | Arcata, CA 95521 | 707.826.3924 | humboldt.edu/econdev

Profit, Risk & Purpose

Business Strategy in the Sustainability Revolution

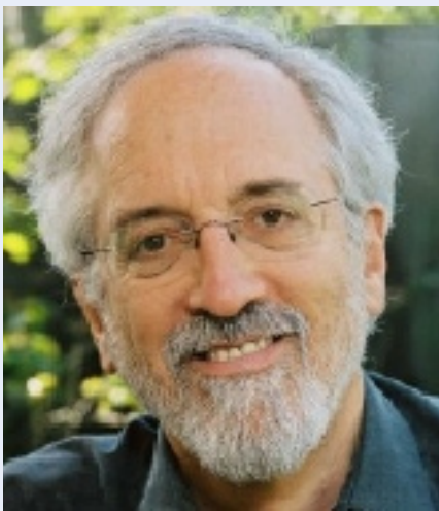
Thursday, February 28, 2008

5:30–7:30pm

HSU Aquatic Center

921 Waterfront Drive, Eureka. Next to the Adorni Center

\$50 per person. All proceeds will support the HSU School of Business.



Profit isn't the purpose of doing business: it's a way of keeping score. How are leading international companies turning "sustainability" into a strategic driver of exceptional business performance? How can the power of purpose drive profit, reduce risk, and build long term customer and employee engagement? Find out why smart companies are studying natural systems, ignoring government regulators, and laughing all the way to the bank.

Gil Friend was a founding board member of internet pioneer Institute for Global Communications, and played key or founding roles in such seminal environmental enterprises as EcoNet, GreenLine, the California

Office of Appropriate Technology, and Buckminster Fuller's "World Game." He was co-founder and Co-Director of the Institute for Local Self-Reliance, one of the nation's leading urban ecology and economic development think-tanks.

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